

Buy Detail Report

Revision #: Date: 11/2/2012

Client: Ben McAdams for Salt Lake County Mayor
 Media: TV
 Product: Mayor
 Market: Salt Lake City-Ogden
 Primary Demo: Adults 25-64
 Separation between spots: 30

Estimate: 456

Description: Ben McAdams Mon-Tues TV addition
 Flight Start Date: 10/29/2012 05:00 AM
 Flight End Date: 11/6/2012 04:59 AM
 Survey: Nov11 DMA Nielsen Live+7
 Buyer: Amanda Chew

Vendor: KTVX-TV
 2175 West 1700 South
 Salt Lake City, UT 84104
 Contact: Barbara Syphus
 E-Mail: bsyphus@abc4.com
 Phone: 801-975-4569 801-580-1335c
 Fax: 801-975-4441

Send Billing To: Love Communications
 546 S. 200 W
 Salt Lake City, UT 84101
 Phone: 801-519-8880
 Fax: 801-519-8884

Estimate Comments: This flight runs Sunday 11/04 through Tuesday EM. Thanks!

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 10/29 11/5	Total Spots	Adults 25-64 Rtg/CPP
8	KTVX-TV Su 10:00p-10:30p ABC 4 NWS-10	\$900.00	\$765.00	30	1 0	1	2.1 \$428.57 \$364.29
9	M 10:00p-10:35p ABC 4 NWS 10P	\$900.00	\$765.00	30	0 1	1	2.0 \$450.00 \$382.50
Total Spots: 1 1						2	4.1 \$439.02 \$373.17
Total GRP/GIMP(000):						2.1	
Total CPP/CPM:							
Total Cost:		\$1,800.00				2	

Disclaimer: